

ABSTRACT OF THE INVENTION

A liquid crystal display apparatus includes a liquid crystal display panel having preset display characteristics, such as image brightness and contrast. A luminescent unit is optically connected with the display panel and provides light to the display panel in order to form an image on the display panel. The luminescent unit includes a light collector which collects ambient light and a light source, for generating light when the amount of ambient light is insufficient to generate a clear image. A control circuit is electrically connected to the display panel and automatically varies the preset display characteristics in accordance with the amount of ambient light collected by the light collector.